The Greenways Heritage tourism GIS (Geographical Information System), promoting greenways across Europe

Giulio Senes

The Greenways Heritage Project

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Call Objective. "***Diversifying*** and increasing the visibility of ***Europe's transnational tourism offer*** - supporting the promotion and development of transnational thematic tourism products linked to ***Cultural and Creative Industries (CCI)***"

Objective. The **development and diversification** of the **European touristic offer,** through:

- ✓ the creation and dissemination of a **new touristic product** related to **UNESCO sites** and **greenways**, in order to **attract more tourists** and to **generate an economic impact** on territories which have both resources;
- ✓ the **use of innovative technologies** applied to greenways and UNESCO sites to **better inform tourists** and so enhance their experience.

8 partners from 5 countries: Belgium, Spain, Italy, Latvia, and Portugal

Implementation period. May 2018 – October 2019

The Greenways Heritage Project

- ✓ Many greenways cross territories of high historical-cultural value, characterized by the **presence of UNESCO sites**.

- ✓ Currently, **there isn't a specific touristic offer** able to combine greenways and UNESCO sites: the two **users typologies are considered as separate.**

"Burgos Cathedral" (Spain)

Vía Verde del Ferrocarril Vasco Navarro

"Historic Centre of Riga" (Latvia)

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Tourism product	Technologies in Cultural and Creative Industries	Promotion & Communication
✓ Creation of **tourism product package** through **collaboration agreements.** ✓ Improving the competitiveness of SMEs: ➢ improving skills and raising awareness; ➢ strengthening public-private cooperation.	✓ Creation of a **multiplatform web-application**, **containing all the information** on Greenways Heritage itineraries. ✓ **360° virtual tour** ✓ **Best practices guide** - new technologies used on Cultural UNESCO sites and greenways	✓ **Declaration** for UNESCO and greenways as common destination ✓ **Workshops and conferences**; ✓ **Valorisation strategy** ✓ **Best practices guide** ✓ **Special GWH award**

Activities

1. **Detailed mapping** of all the information related to UNESCO and heritage sites and the connected greenways
2. Creation of a touristic **Geographical Information System** (GIS) containing all the data collected and mapped.
3. Development of a multiplatform **Web-GIS based application** to share “via-Web” the data of the GIS
4. Development of the **"Heritage Greenways" brand** in order to promote this new transnational thematic tourism product
5. Raise **"Heritage Greenways" brand awareness**
6. Produce a **360 VR tour** with 360 movies, 360 tours and 3D imaging in the green outdoor area of Mechelen
7. Better know **Best practices** regarding the use of CCI at cultural sites and on greenways

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Activity 1: detailed mapping

This activity consists of **gathering and mapping** (at 1:10.000/1:25.000 scale) all the **information** related to the territories characterized by:

- the presence of a **UNESCO site**
- and the presence of a **greenway**.

The information to gather are related to:

- natural, cultural and historical resources,
- touristic attractions,
- accessibility,
- services.

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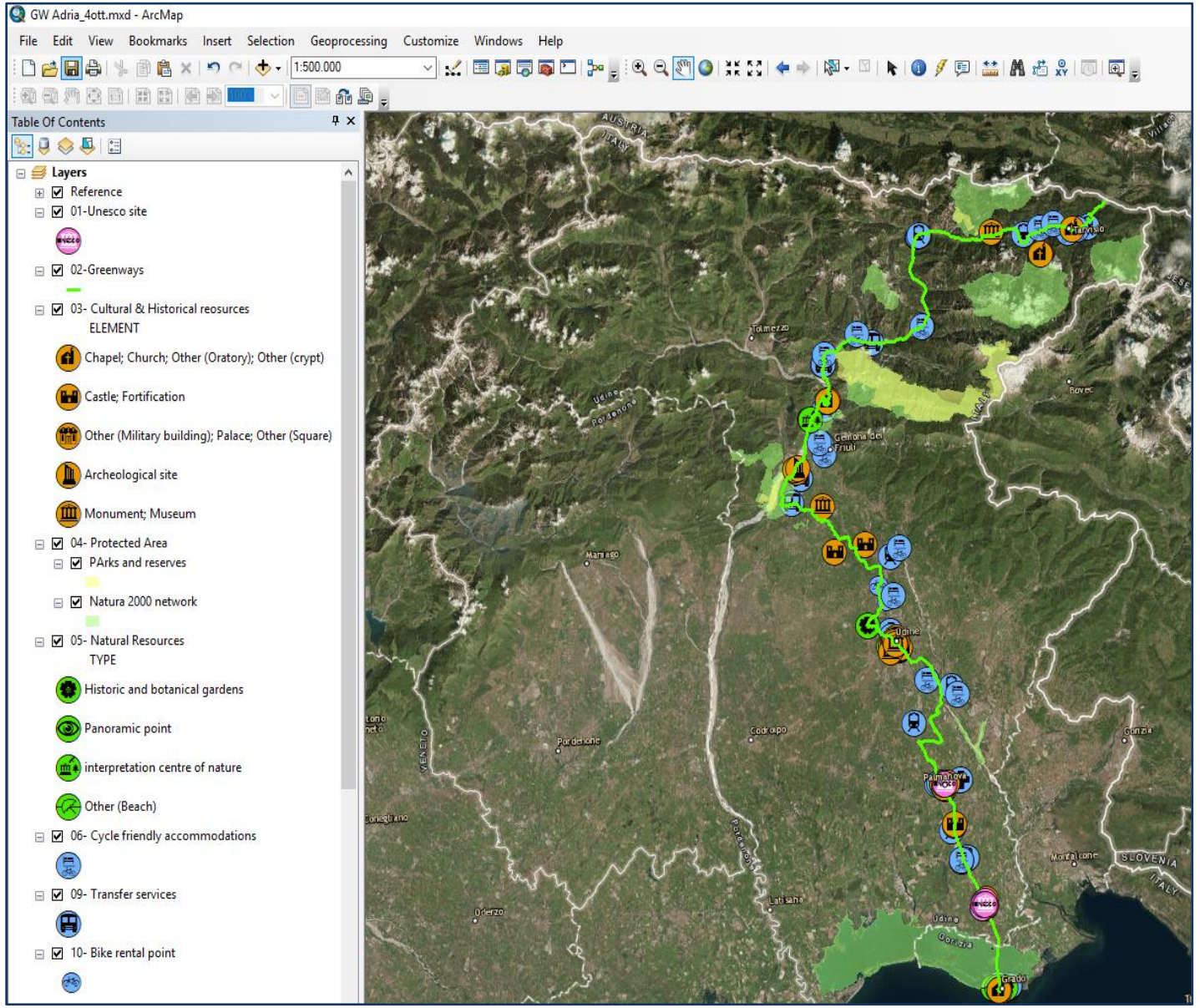
Activity 2: Greenways Heritage Touristic GIS

The information collected and mapped in activity 1 will be organized in a GIS database, that will contain data related to **attractions, sites, destinations and tourism related services**.



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Activity 2: Greenways Heritage Touristic GIS

Information collected

a) The information collected have been organized in **14 entities or layers.**

b) The data for each layer have been collected from o*fficial sources*, when possible (e.g: UNESCO organization, national and regional touristic agencies, etc.).

c) Different **buffer zones** have been defined, in order to identify the resources and touristic services to be mapped (on the base of *the literature related to pedestrian and cycle touristic activities).*

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Activity 2: Greenways Heritage Touristic GIS

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Layers, criteria and sources of the information				
Layer ID	**Layer**	**Geometry type**	**Source**	**Criteria for selection**
01	UNESCO sites [UNESCO]	Point	UNESCO web site	**Max 10 km** from a greenway
02	Greenways [GW]	Polyline	Partner knowledge	Max 10 km from a UNESCO sites
03	Cultural-Historical resources [CHR]	Point	Official touristic Information	**Max 2,5** km from a greenway
04	Protected Areas [PA]	Polygon	Official list of national protected area	Max 2,5 km from a greenway
05	Natural Resources (NR)	Point	Official touristic Information	Max 2,5 km from a greenway
06	Cycle friendly accommodations (CA)	Point	Official cycle friendly certification; ex. Bed and Bike (DE)	**Max 5 km** from a greenway
07	Generic Accommodations (GA)	Point	National/regional touristic databases	Max 2,5 km from a greenway
08	Food & Beverage (bar, restaurant, etc.) [F&B]	Point	Partner knowledge	**Max 1** km from a greenway
09	Transfer Services [TS]	Point	Partner knowledge	Max 2,5 km from a greenway
10	Bike Rental points [BR]	Point	Official touristic Information; partner knowledge	Max 2,5 km from a greenway
11	Rail Stations [RS]	Point	Railway company	Max 2,5 km from a greenway
12	Public Navigation Services [PNS]	Point	Navigation Company	Max 2,5 km from a greenway
13	Emergencies [EM]	Point	Official Information	Max 2,5 km from a greenway
14	Touristic Information points [TI]	Point	Official touristic Information	Max 1 km from a greenway

Activity 2: Greenways Heritage Touristic GIS

01 - UNESCO sites

02 - Greenways

03 - Cultural & Historical resources:

- *Religious buildings (chapels, churches, monasteries, etc.)*
- *Castles, towers and fortifications*
- *Archeological sites and ruins*
- *Museums and monuments*
- *Palaces, villas and other civil buildings*

04 - Protected areas

05 - Natural Resources:

- *Historic and botanical gardens*
- *Panoramic points*
- *Interpretation centers of nature*
- *Other natural resources*

06 - Cycle friendly accommodations

07 - Generic Accommodations

08 - Food & Beverage

09 - Transfer services

10 - Bike rental points

11 - Rail stations

12 - Pubblic Navigation Services

13 - Emergencies

14 - Touristic Information points

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Activity 2: Greenways Heritage Touristic GIS

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Resources and services mapped (work in progress)

- ✓ ***14*** *UNESCO sites*
- ✓ ***7*** *greenways* connected to the UNESCO sites (651 km):
  - *Vía Verde de la Sierra de la Demanda (Spain): 54 Km;*
  - *Vía Verde de los Montes de Hierro (Spain): 43 km;*
  - *Vía Verde del Ferrocarril Vasco Navarro (Spain): 127 Km.*
  - *Vennbahn (Germany, Belgium, Luxembourg): 125 Km;*
  - *Alpe Adria (Italy): 183 Km;*
  - *Beghina (Belgium): 40 Km;*
  - *Rīga - Ērgļi (Latvia): 79 Km.*
- ✓ ***210*** *cultural-historical resources;*
- ✓ ***74*** *natural resources;*
- ✓ ***114*** *cycle friendly accommodations and* + ***380*** *generic accommodations;*
- ✓ ***+ 1800*** *Food & Beverage;*
- ✓ ***31*** *bike rental points and* ***18*** *transfer services;*
- ✓ ***54*** *rail stations* and ***1*** *public navigation services;*
- ✓ ***5*** *emergencies*;
- ✓ ***34*** *touristic information points*.

Activity 2: Greenways Heritage Touristic GIS

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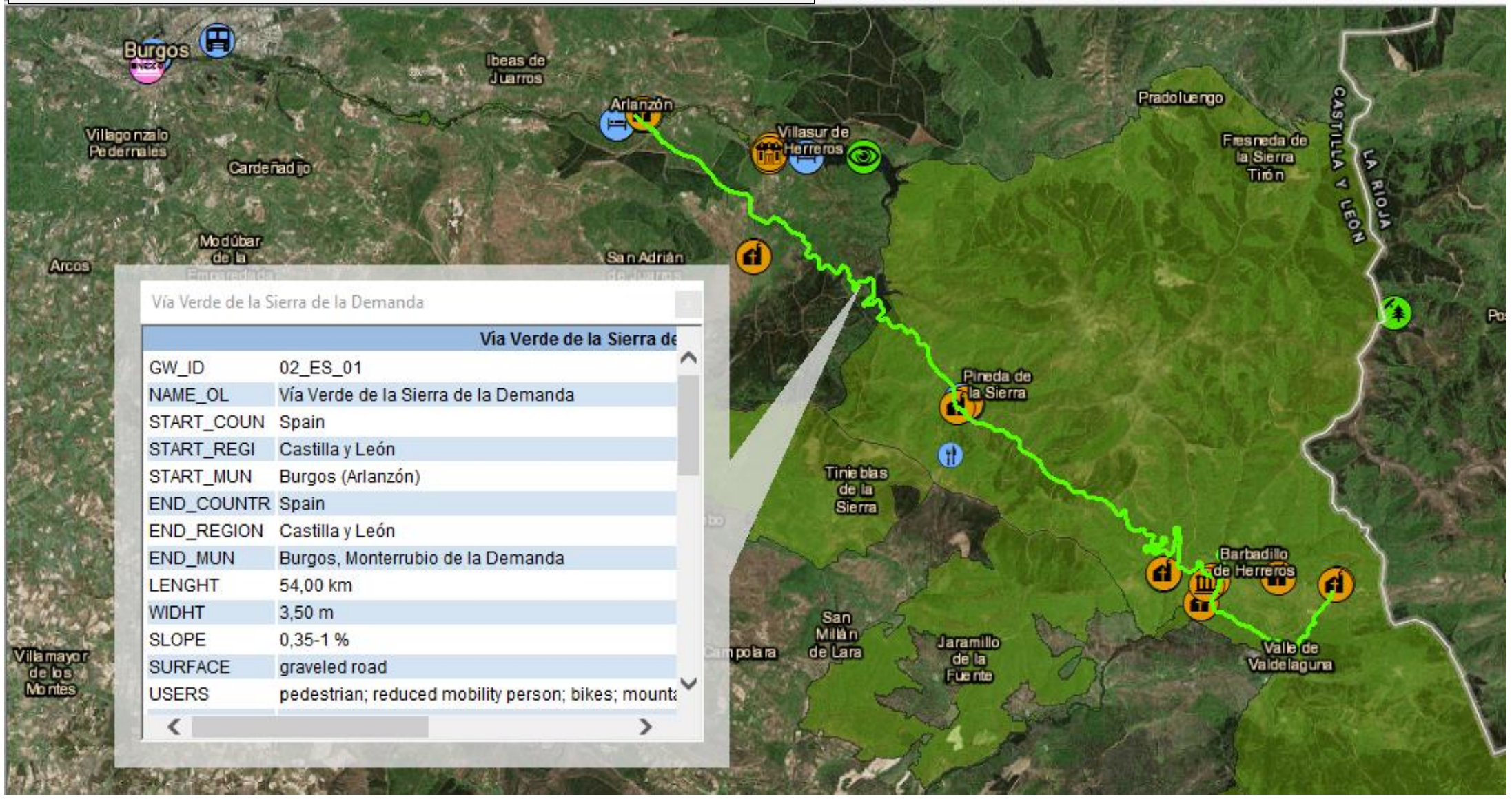
UNESCO site "Palmanova the Fortress City" (Italy)

Opere di difesa veneziane tra XVI e XVII secolo: Stato da Terra-Stato da Mar o...

Opere di difesa veneziane tra XVI e XVII secolo: Stato da Terra-Stato da Mar occidentale: la città-fortezza di Palmanova	
UNESCO_ID	01_IT_07
NAME_OL	Opere di difesa veneziane tra XVI e XVII secolo: Stato da Terra-Stato da Mar occidentale: la città-fortezza di Palmanova
NAME_EL	Venetian Works of Defence between the 16th and 17th Centuries: Stato da Terra – Western Stato da Mar: City Fortress of Palmanova
COUNTRY	Italy
REGION	Friuli Venezia Giulia
ADDRESS	
MUNICIPALI	Palmanova
POST_CODE	33057
WEB	whc.unesco.org/en/list/1533
DESCRIPTIO	Palmanova epresents the strategic centrefor neutralising Ottoman attacks from the East and attacks from Austria. From a typological point of view, it is the only new town; an urban nucleus recognised globally, the "ideal fortified city" of Palmanova
PHOTO_1	01_IT_07_01

Activity 2: Greenways Heritage Touristic GIS

Greenway “Via Verde de la Sierra de la Demanda” (Spain)



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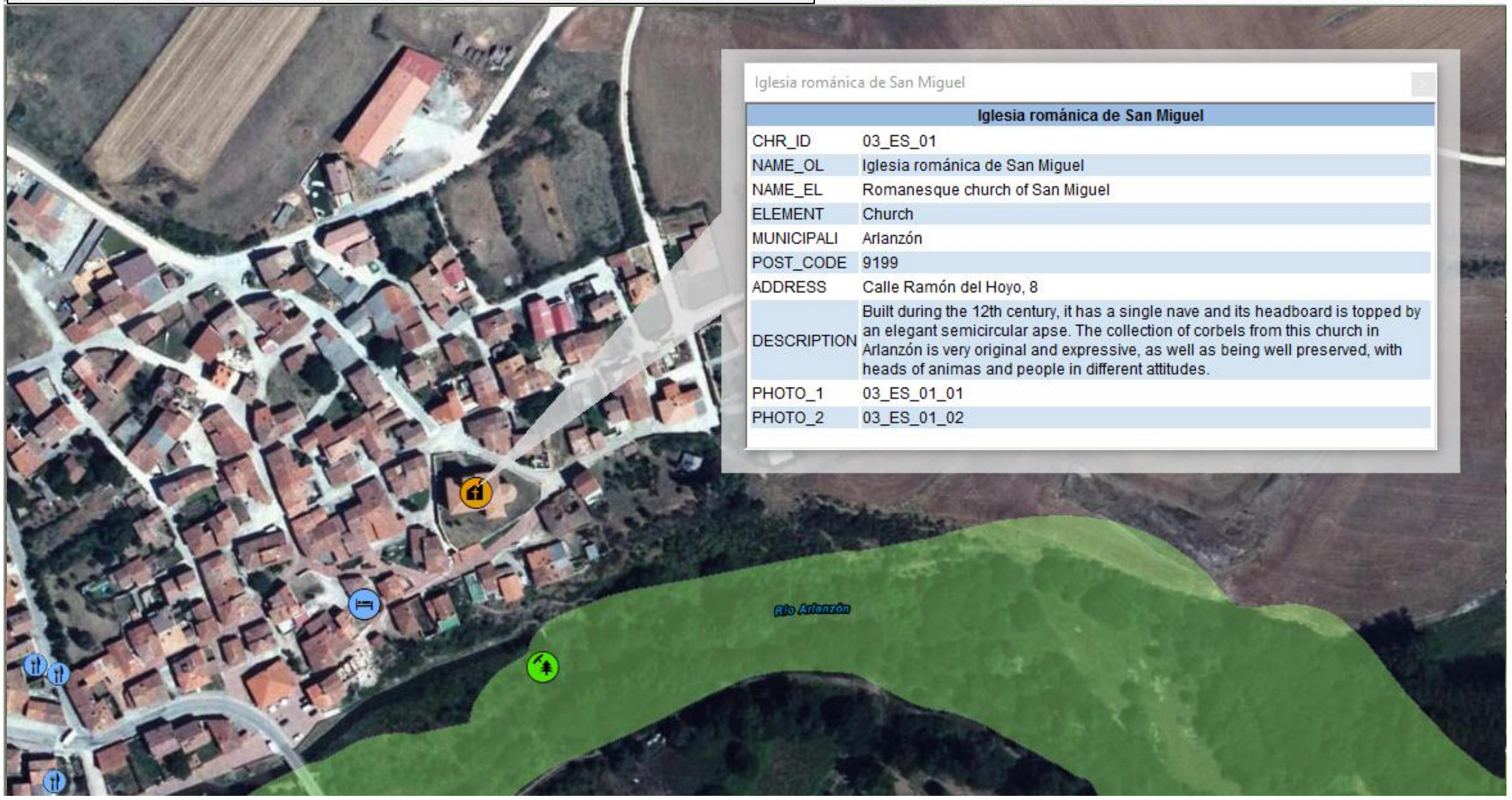
Activity 2: Greenways Heritage Touristic GIS

Cultural-historical resource (Spain)



Iglesia románica de San Miguel	
CHR_ID	03_ES_01
NAME_OL	Iglesia románica de San Miguel
NAME_EL	Romanesque church of San Miguel
ELEMENT	Church
MUNICIPALI	Arlanzón
POST_CODE	9199
ADDRESS	Calle Ramón del Hoyo, 8
DESCRIPTION	Built during the 12th century, it has a single nave and its headboard is topped by an elegant semicircular apse. The collection of corbels from this church in Arlanzón is very original and expressive, as well as being well preserved, with heads of animas and people in different attitudes.
PHOTO_1	03_ES_01_01
PHOTO_2	03_ES_01_02

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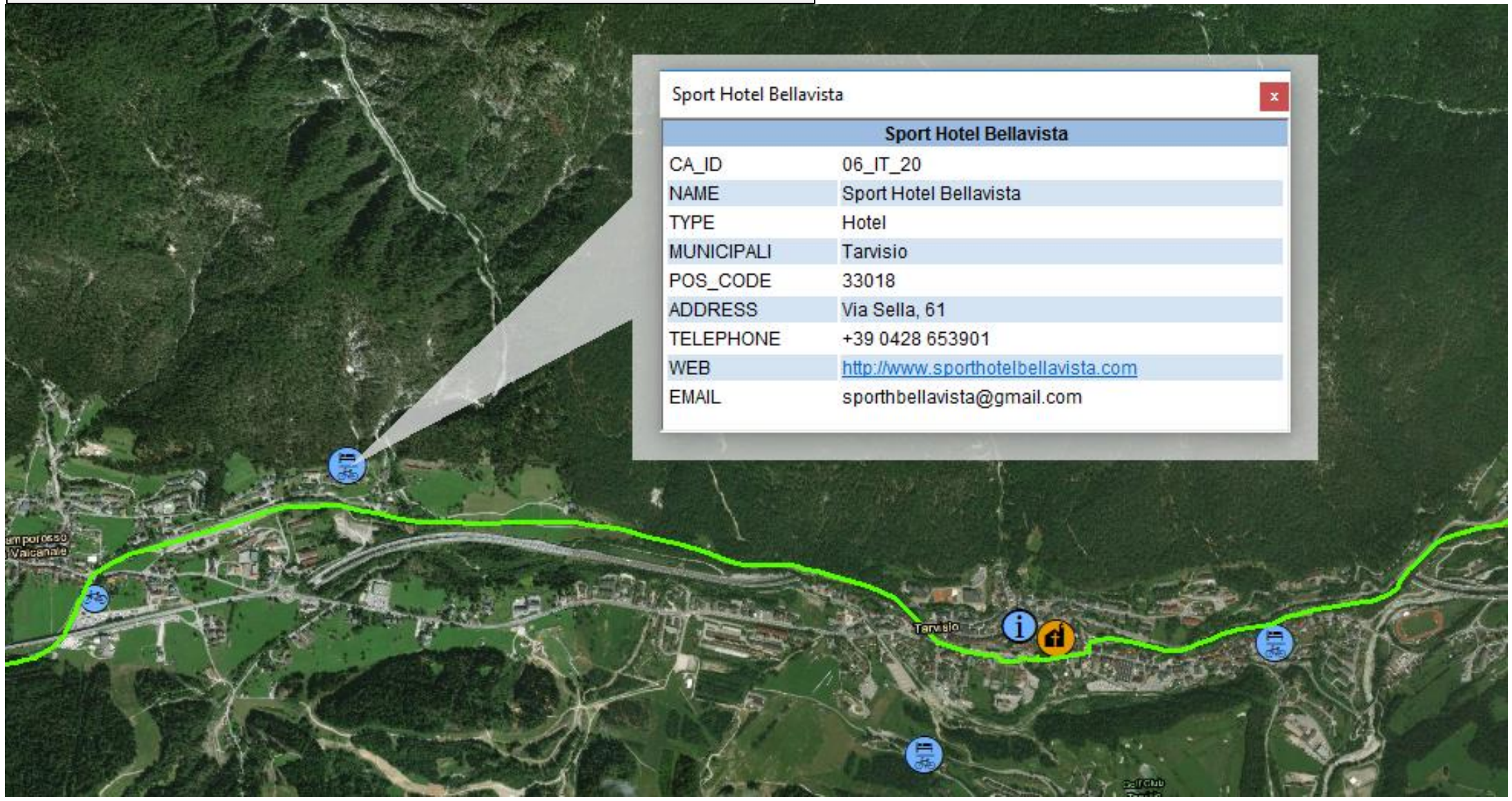
Activity 2: Greenways Heritage Touristic GIS

Cycle friendly accommodation (Italy)



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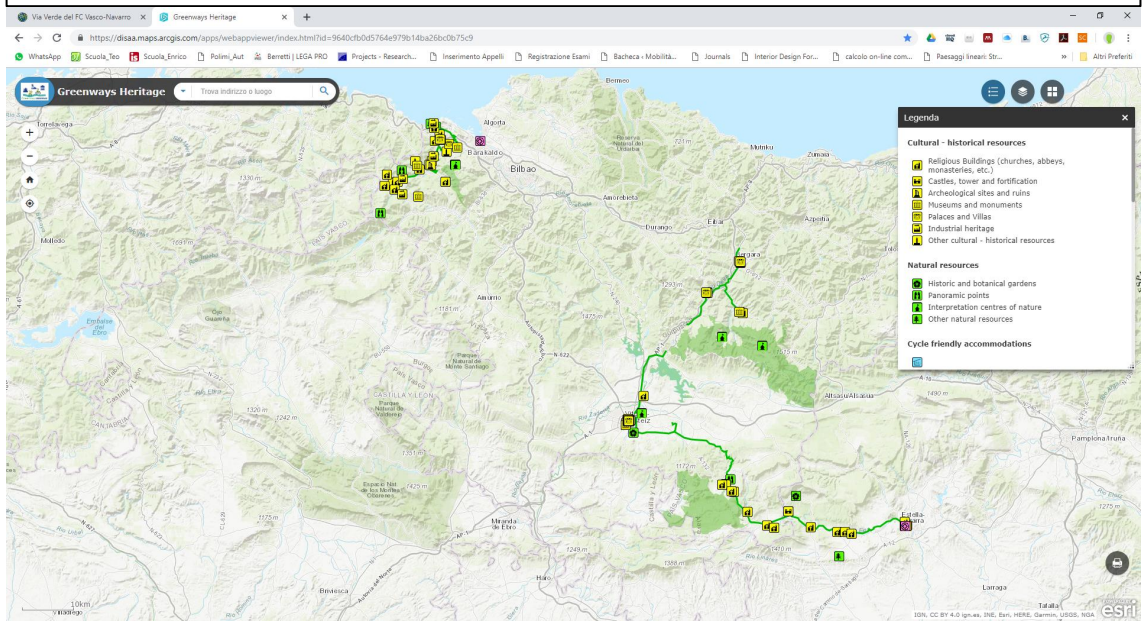
Activity

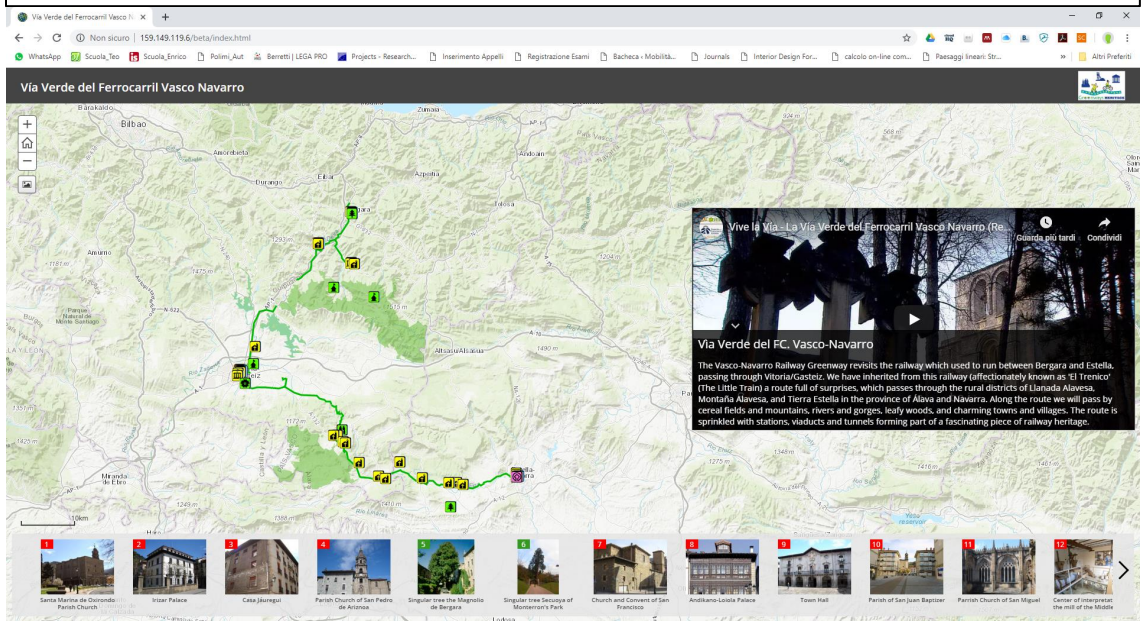
The Database will be **shared with tourists and stakeholders** through the development of a **multiplatform Web-GIS based application** that will run on **any device** and **Operation System.**

The application will be based on the integration of **two tools**:

Web App



Story Map Tour



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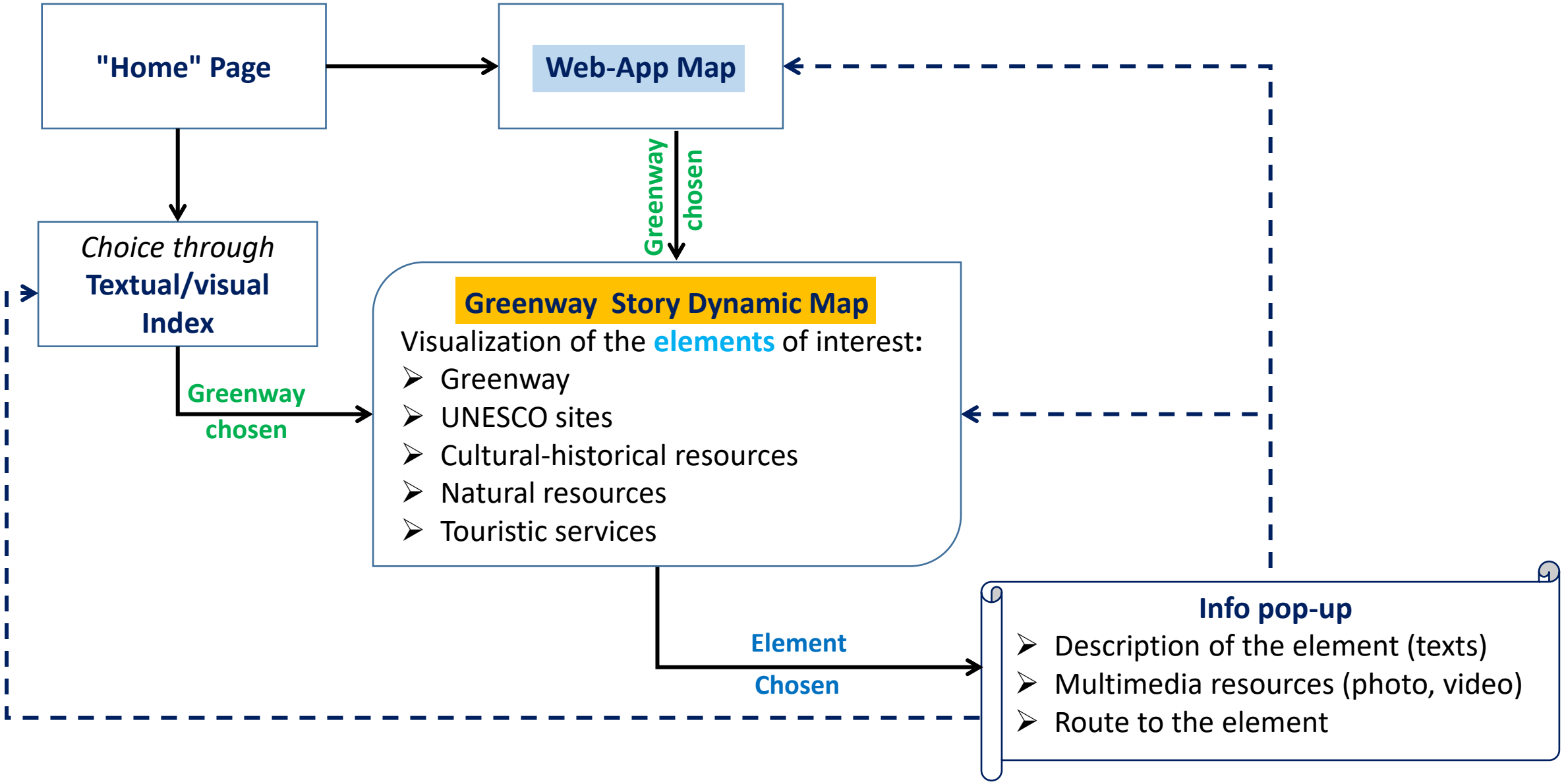
Activity 3: Web-GIS based Multiplatform application



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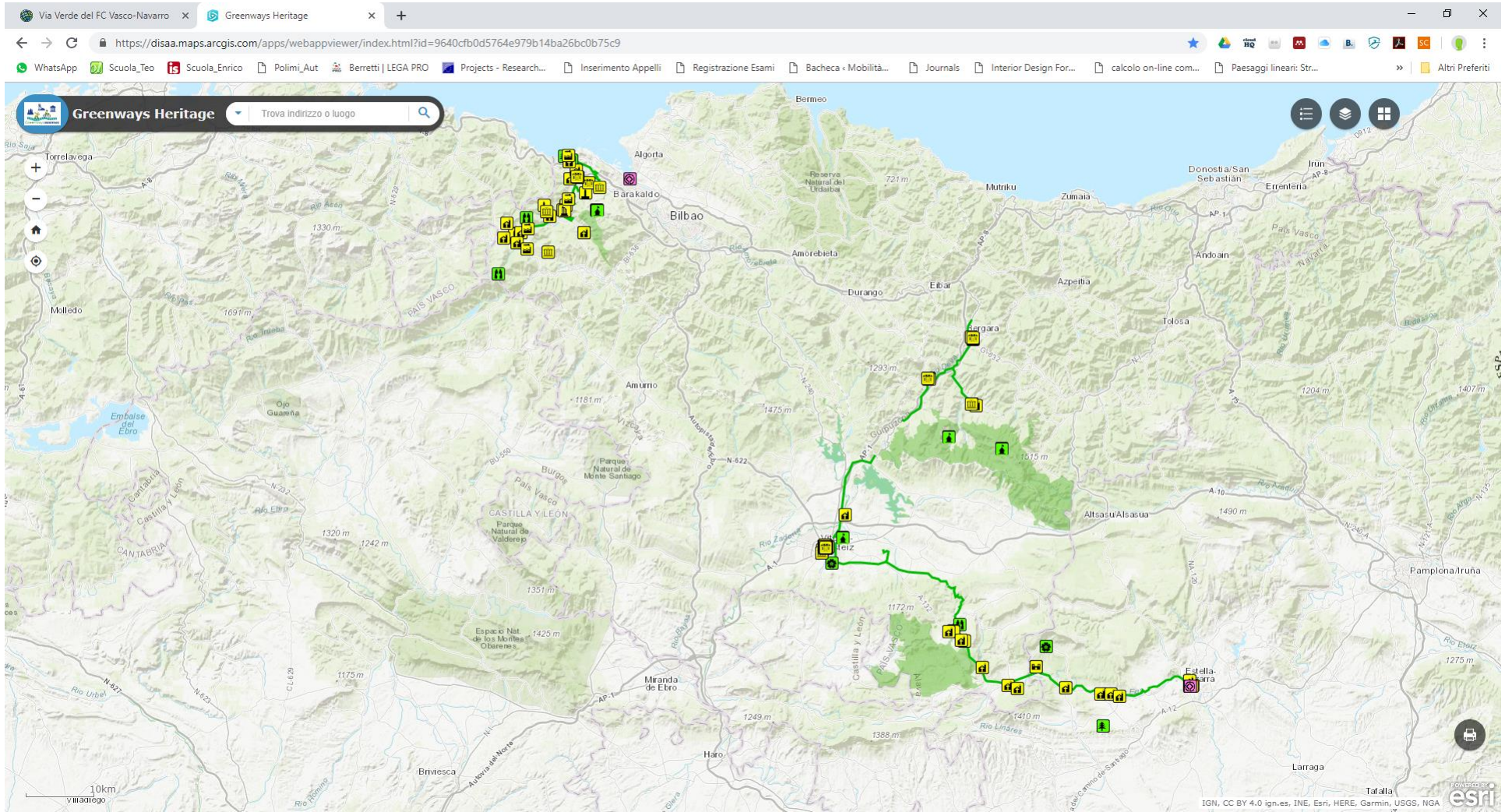
Activity 3: Web-GIS based Multiplatform application

The GIS will be shared to tourists and stakeholders through the development of a Web-GIS based application that will run on any device and OS using the ESRI GIS technologies.



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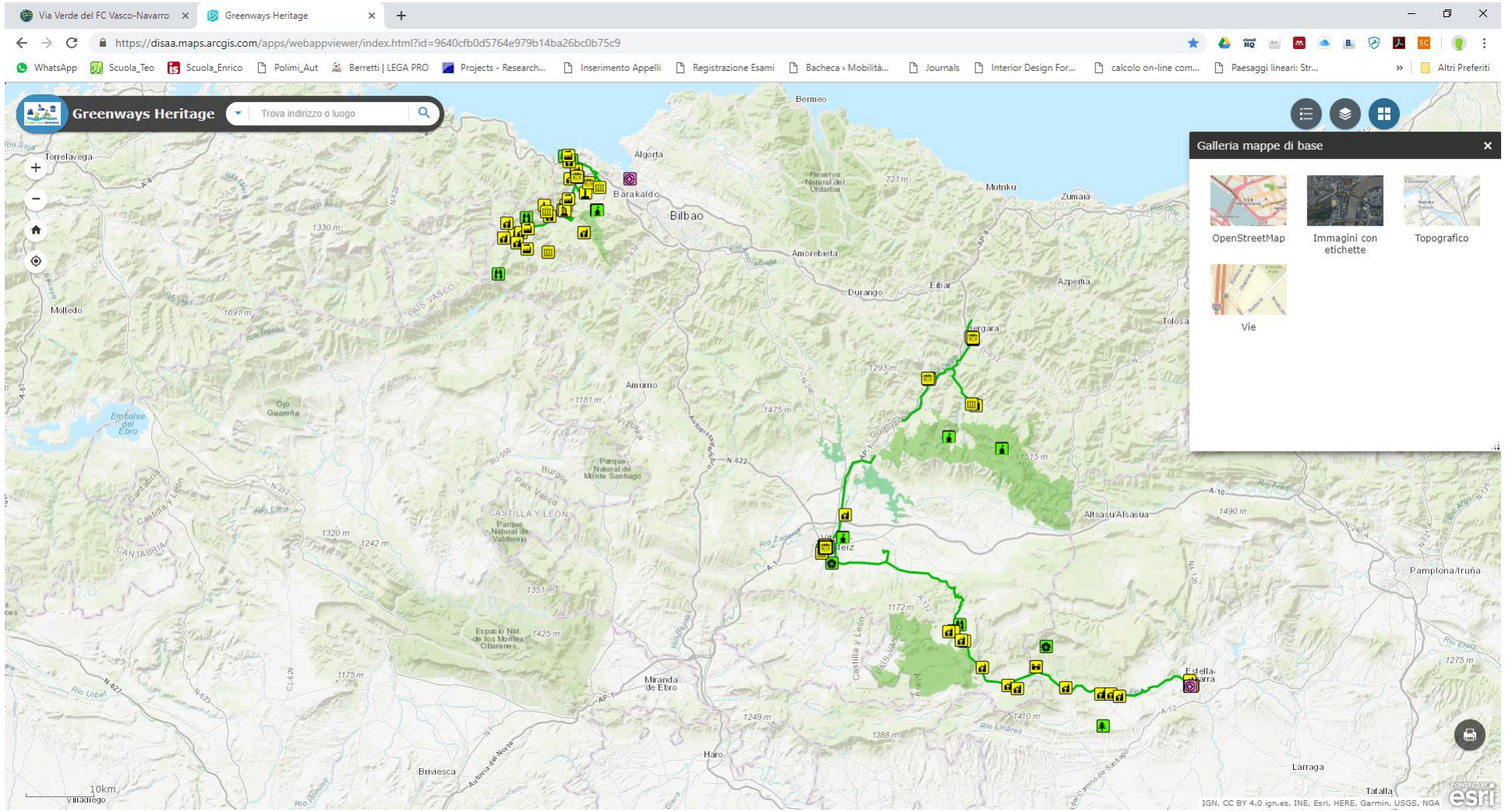

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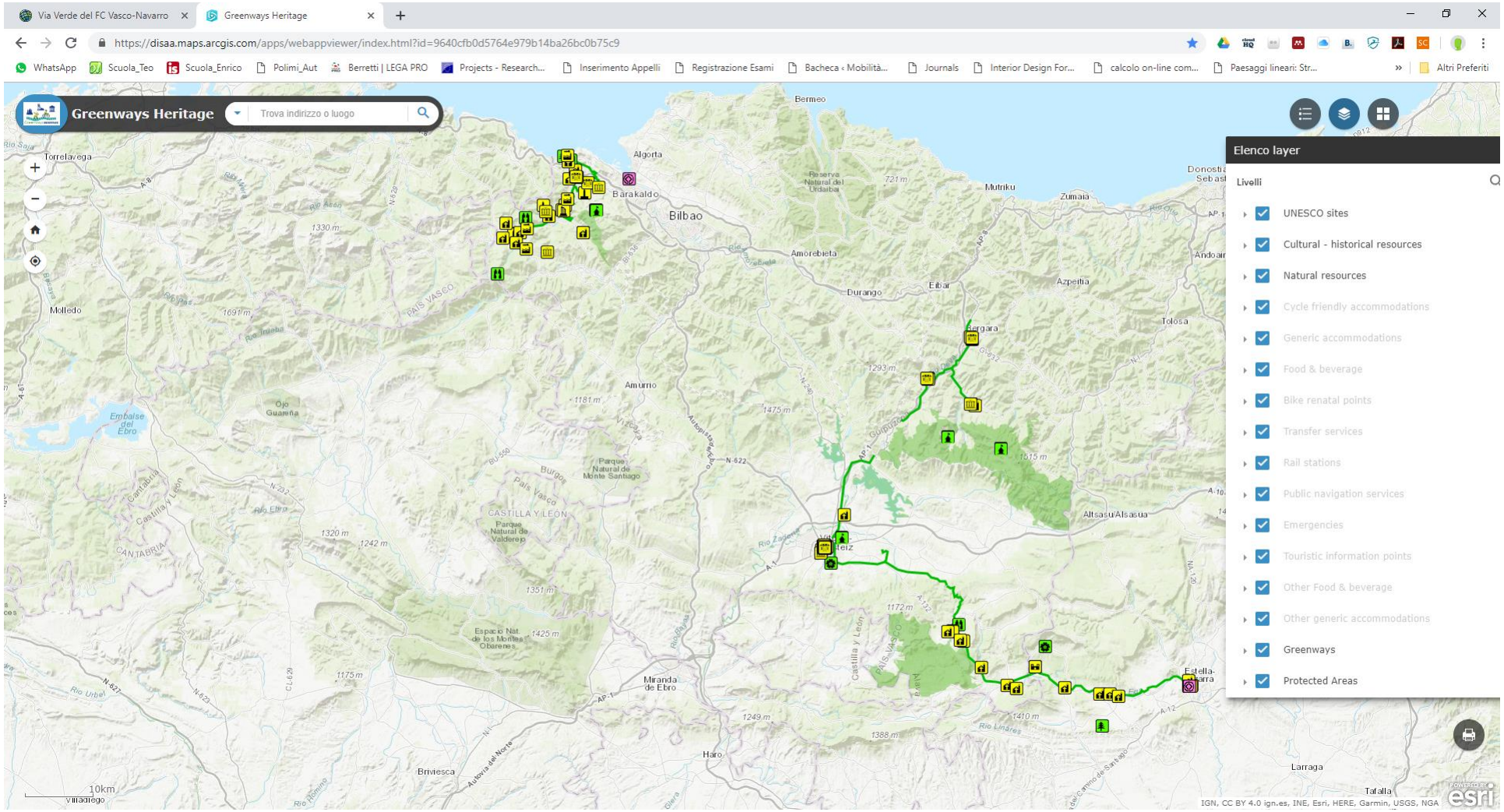

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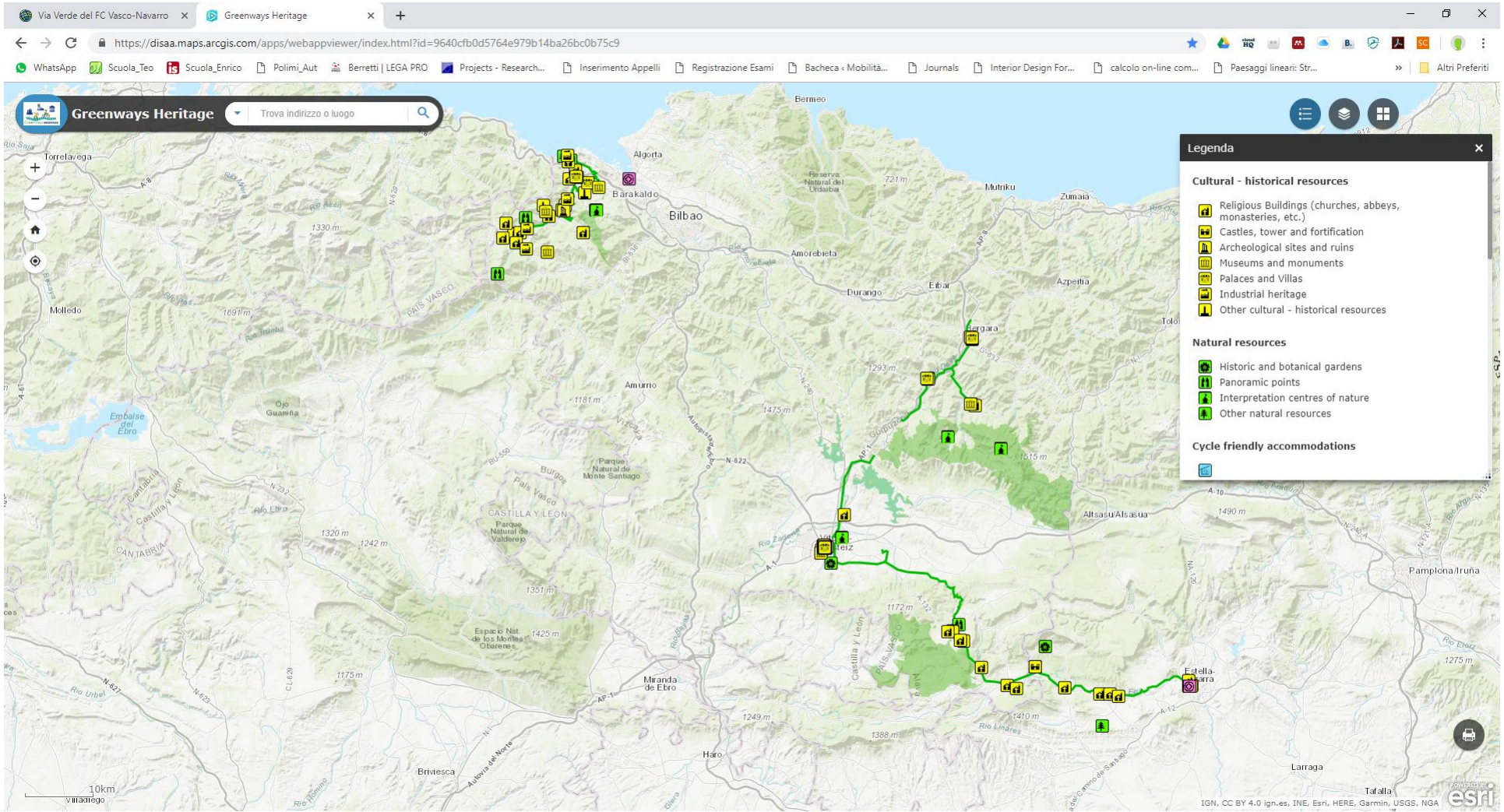

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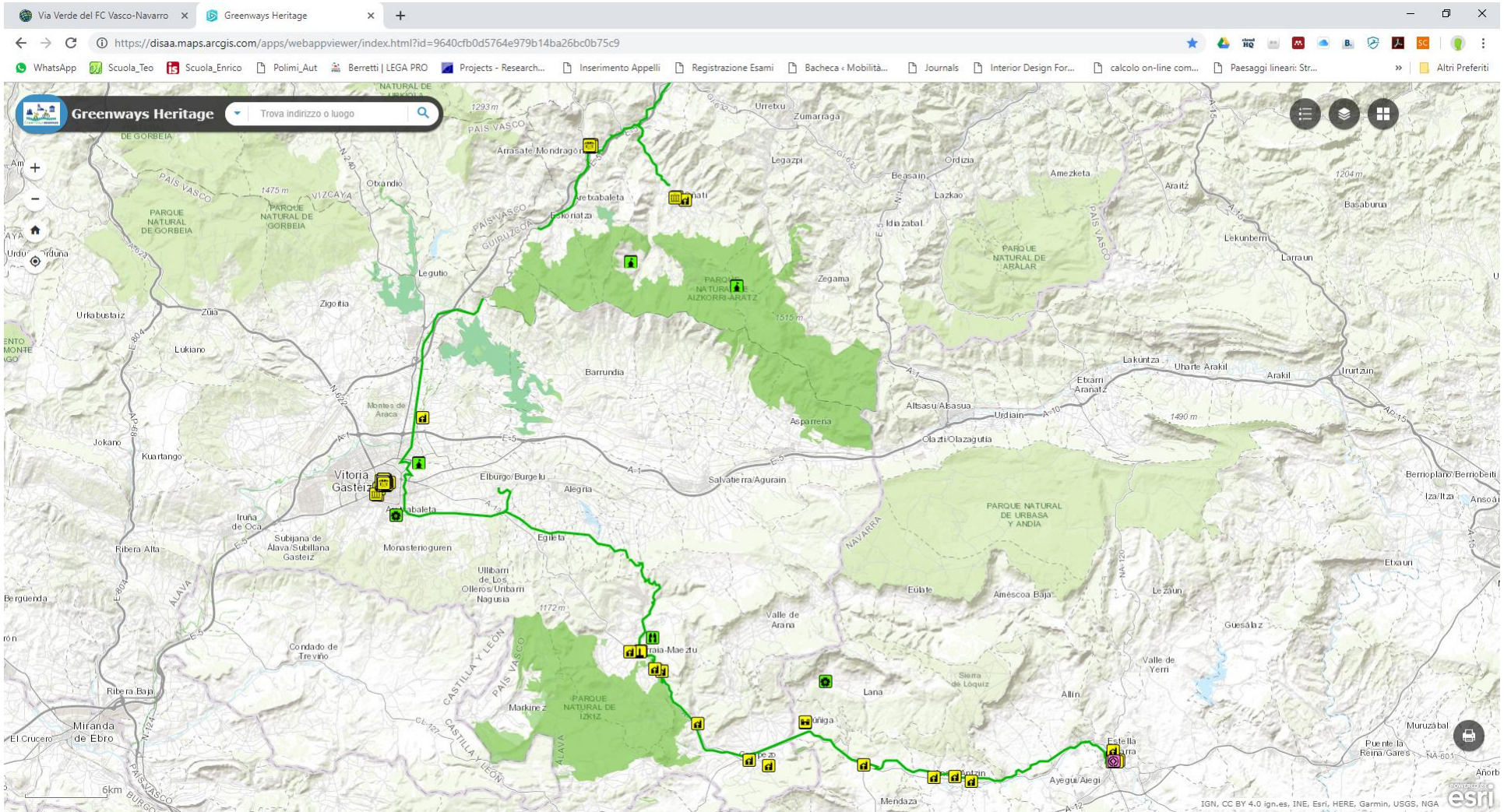

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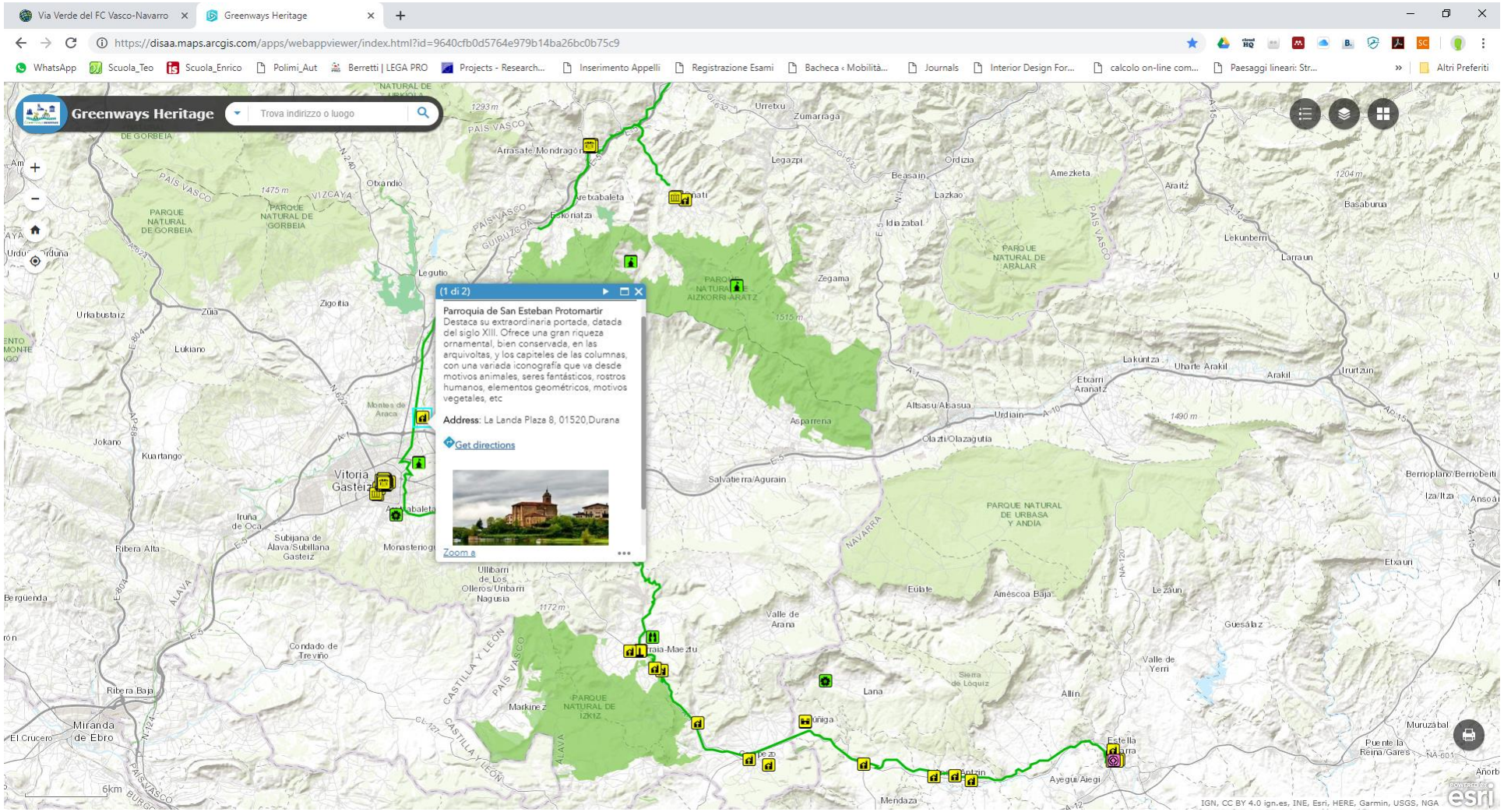

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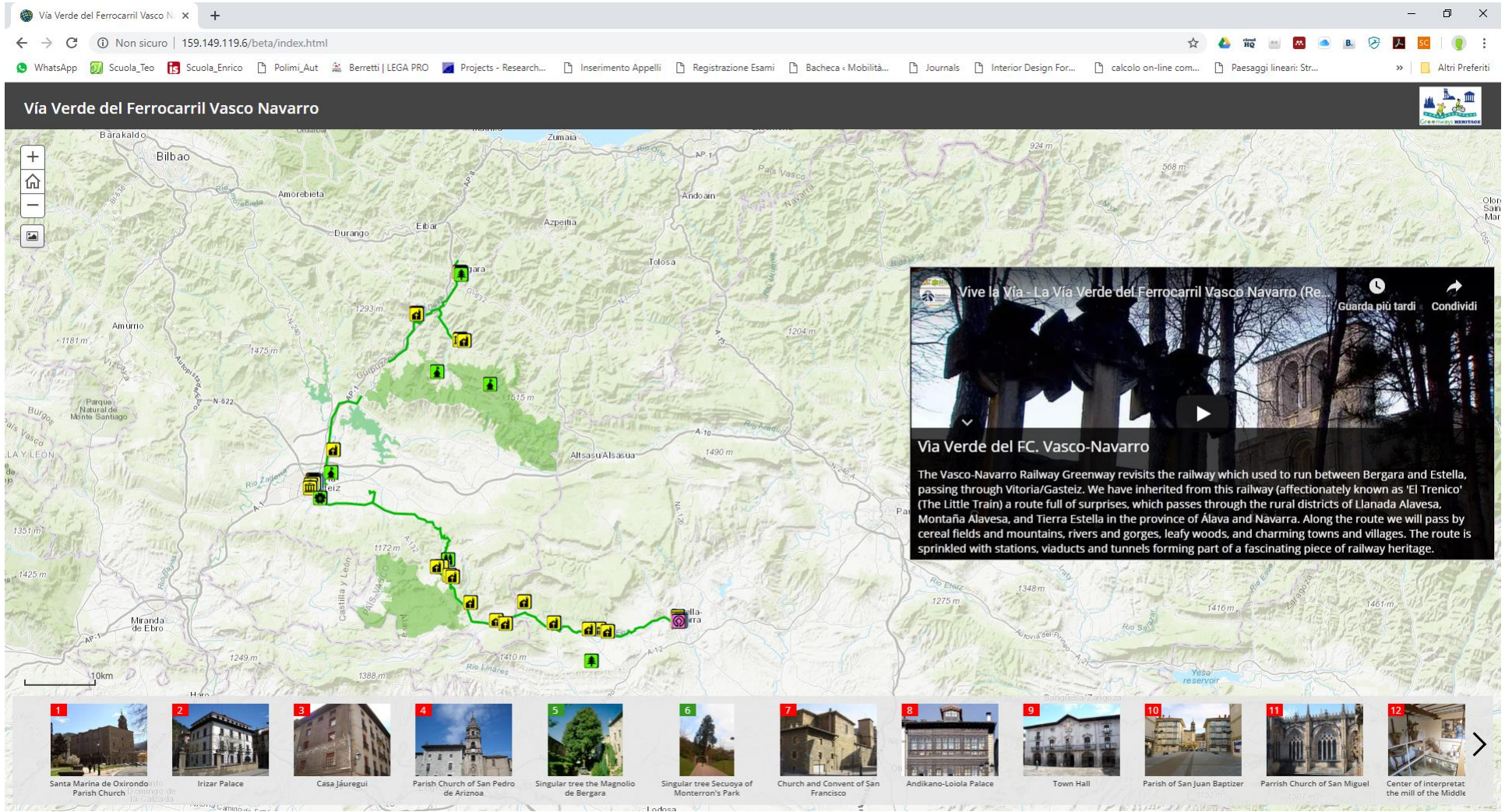

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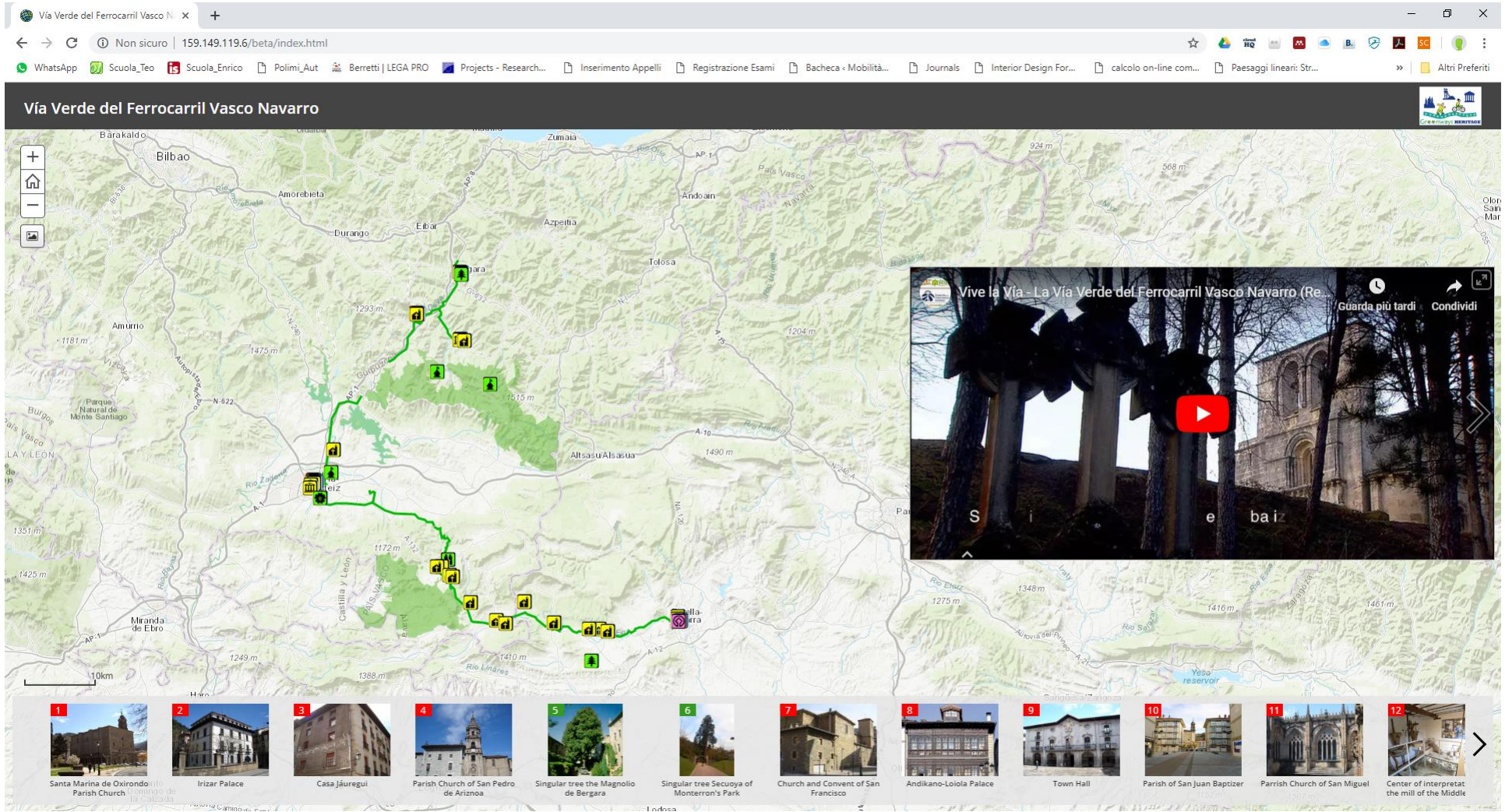

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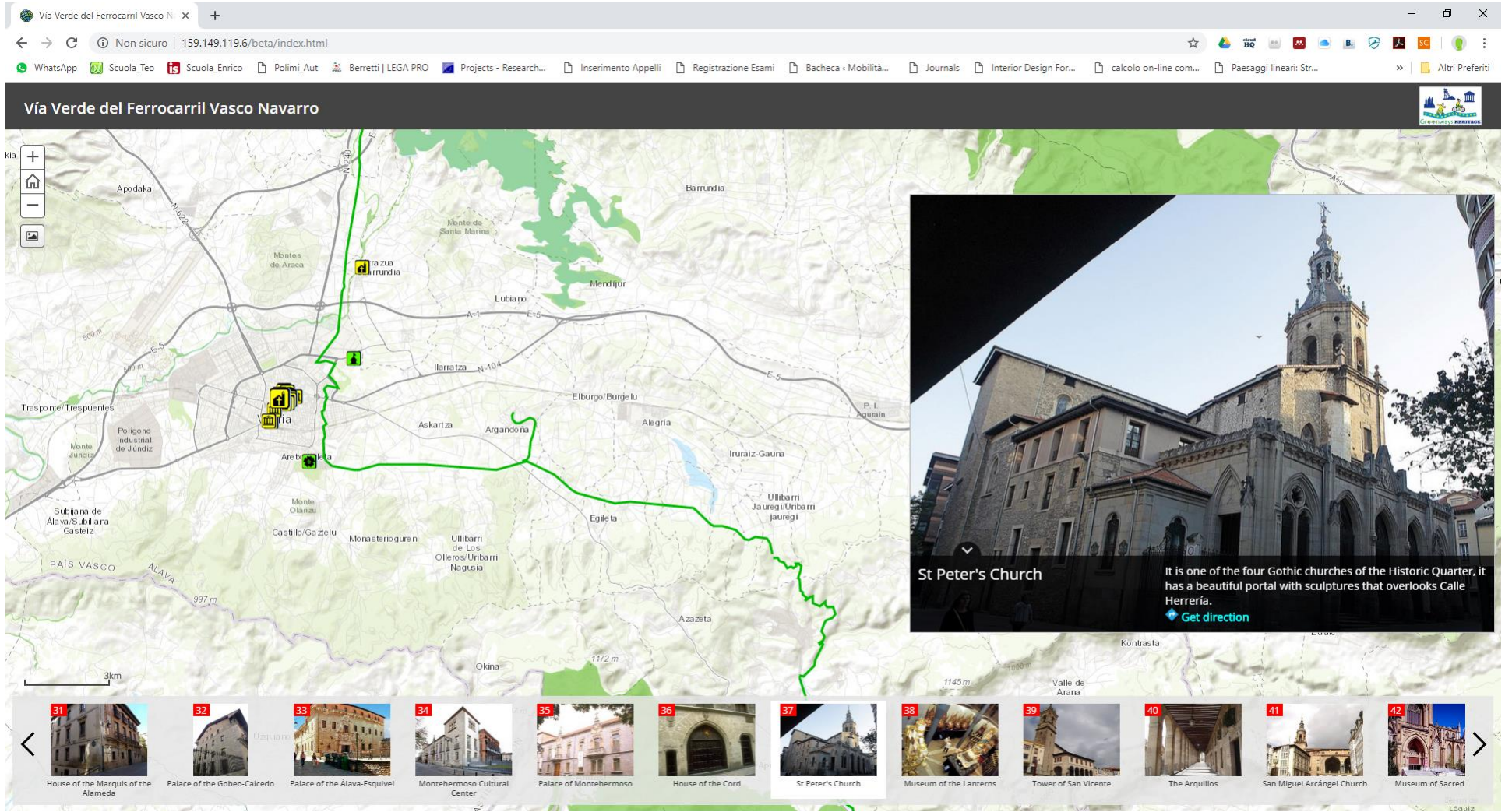

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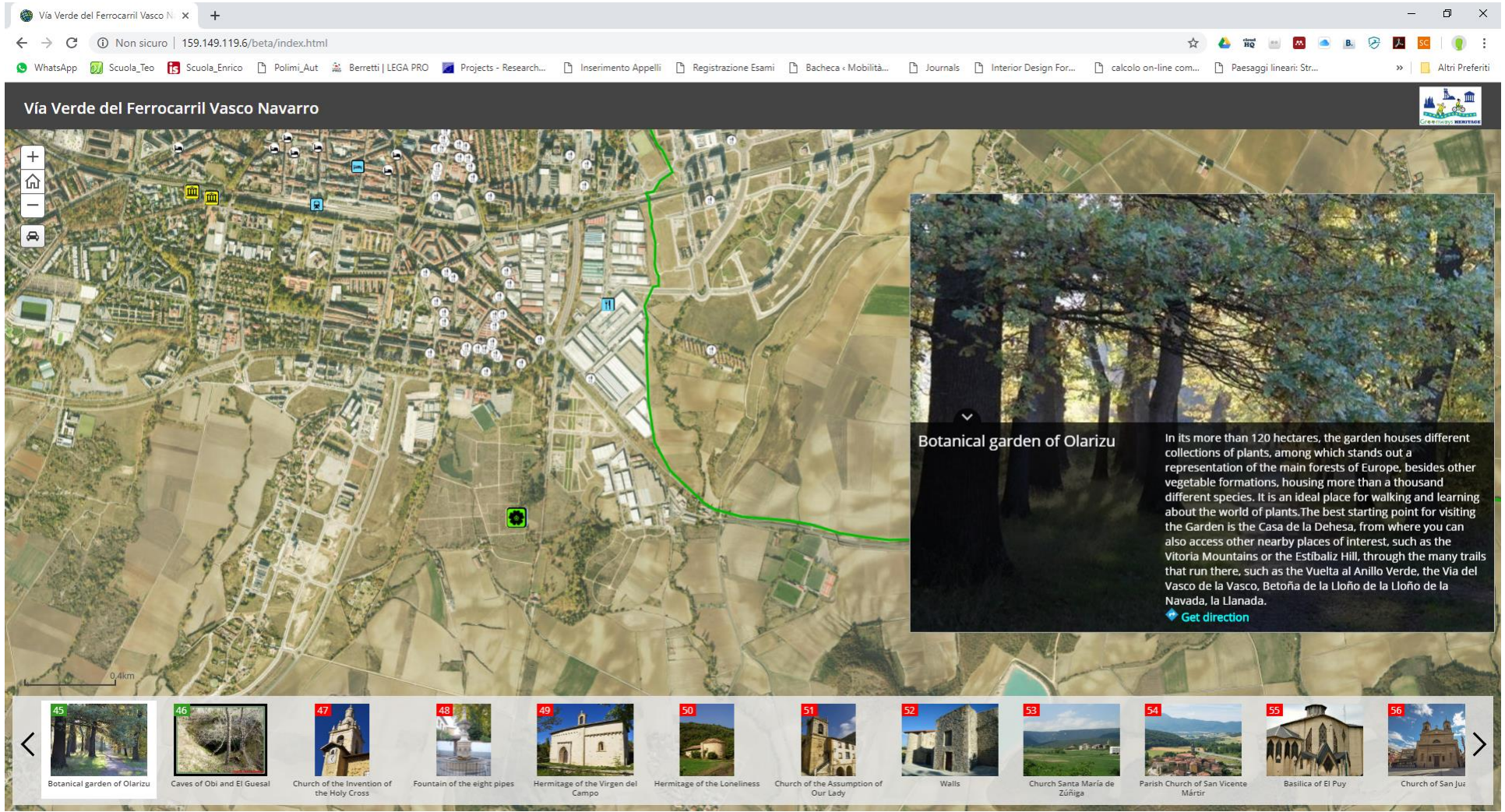

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Grazie per l'attenzione

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